

Ladies choose laptops

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Pham Thi Phuong Hong, Business Director of Digital World Joint Stock Company, said: "Some recent statistics show that the number of laptop users is female, accounting for a significant proportion, from 30-40. % of the number of users".

"Sex" of laptop

According to Ms. Hong: Women are very focused on the form (style, color), weight of the machine and the "wine" of the brand. The expensive machines that women implicitly admit to "sex" with me can be mentioned as Sony Vaio, HP Nc2400 (small ones like 1.29kg notebooks), or Ferrari 4006 with design not only Acer's sophistication and sophistication.



According to Ms. Hong's observation, for the same price, men will think of IBM ThinkPad X40 super light (1.45kg), Sony Vaio SZ18GP (1.7kg) or HP DV 8300 (extremely strong configuration). .

Black is considered masculine and silver, white . always preferred by women.

Women 's high profile evaluation is different from men: for women it is mirror screens, scaling, ultra - bright, high CPU speed, wireless (wireless when using some links) . In general, the standards are simple and easy to see and know. For men, it needs a lot of toys: DVD, remote control (sometimes not know when to use it), integrated high security features (password with fingerprints), anti-shock . This difference comes from from knowledge of high-tech products and their interest in exploring other men's discoveries with the "easy to use", simple, easy-to-use nature that women put first.

Dream a dream .

However, the pragmatism and psychology of "careful for sure" of modern women has also affected their decision to buy laptops quite strong. The completely feminine and expensive models are only suitable for business women, directors . For those with "average" budget, they choose models with quite good configuration, relatively light (about 2.3kg) comes with polite, elegant design that is equally charming, fashionable and special that must be backed by genuine warranty (so that you can be assured when something goes wrong or avoided. falling into the state of over-playing, but when the fire extinguishes, only water is available "to go to the US again to buy". The models that women choose to buy quite a lot are: Compaq V3000, V3018TU (1,099 USD), V3035TU (1,299 USD), V3012TU (1,399 USD); Acer 5552 (\$ 999), Toshiba Satellite M100-P342 (\$ 1,430) or

IBM T43-4AA (\$ 1,480).

Some people still find weight-based, "standard" models for women and accept second-hand products from famous brands like Sony Vaio, Fujitsu, Toshiba or Dell. Acceptable price, from 1,200 - 2,000 USD depending on the configuration but in reality not easy to find goods, must ask relatives to bring from abroad or pre-order in reliable places.

Currently the lightest of the new models on the counter is the Poterge R200-S234 model of Toshiba when the screen is 12.1 inches and weighs 1.2kg. Followed by two models: HP Nc2400 (Centrino ULV U1400 1.2GHz configuration, 60GB hard drive) costing up to 32 million but only 1.3kg and NEC's Versa S1100 with 12.1-inch screen for \$ 1,799, weighs 1 , 3 kg. Acer also has two 12.1-inch screen models, Travel Mate 3002NWTMI and 3012 NWTMI, which are priced at 22.4 and 25.6 million VND (not including 5% VAT). These two models weigh only 1.4 kg.

Dell has officially entered the market when it introduced two laptops with a 12.1-inch screen of 700M and 710M with many models depending on the configuration but the lowest is the 1.6GHz Centrino CPU, 40GB hard drive, DVD Combo. This model costs 19.1 million VND, while 710M series has a CPU with 2GHz speed which is sold for 23.7 million dong. Dell's 12.1-inch screen models weigh 1.7 kg. Genuine also has a 12-inch model with a temporary model for 19.4 million, weighing 1.8 kg.

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